

Classification: Operations Program Associate
Working Title: Development Assistant
Location: Madison, WI
Wisconsin Public Radio/Educational Communications Board

Position Summary

This position is split between WPR Membership (60%) and WPR Major and Planned Giving (40%). Under the general supervision of the Membership Director and the Major and Planned Giving Director, the Development Assistant performs a variety of project and support functions for various teams within the Development Department of Wisconsin Public Radio. This position manages core unit functions, assists in and supports donor communication, and plays an active role in on-air membership drives.

Goals and Worker Activities

40% A. Administrative Support

- A1. Assist Membership Director and Development Coordinator in preparing content for team discussions, trainings and meetings.
- A2. Arrange meeting logistics and materials.
 - a. Coordinate multiple schedules to identify dates.
 - b. Identify and secure meeting rooms/locations.
 - c. Prepare meeting materials.
 - d. Take and distribute meeting notes, as needed.
 - e. Coordinate food services, when necessary.
 - f. Arrange and organize occasional travel, as needed, including tracking for budget and reporting purposes.
- A3. Contribute to unit planning and workflow discussions.
- A4. Manage core onboarding materials for the Development Department.
 - a. Work with Wisconsin Public Media HR and relevant Development Department leaders to aggregate content for Development's new employee onboarding manual.
 - b. Regularly update manual, with the goal of creating a complete reference guide for general and unit-specific orientation.
 - c. Assist, where appropriate, in setting up tools and meetings for new employee onboarding.
- A5. Provide support to the Membership and Major and Planned Giving Directors as assigned or apparent.
- A6. Assist with routine office tasks and needs, such as mail distribution, shredding, copying, scanning, etc.
- A7. Order and manage unit supplies and equipment.
 - a. Complete preventive maintenance requirements.
 - b. Call for repairs.
 - c. Maintain equipment inventories.
 - d. Evaluate new equipment and needs.
- A8. Actively participate in organization-wide member database conversion.
- A9. Perform other duties as assigned or apparent, including managing ad-hoc projects.

25 % B. Support Major and Planned Giving Fundraising Initiatives

B1. Manage execution of fundraising mailings.

- a. Manage Excel data verification and mail merges.
- b. Print and stuff mailings.
- c. In consultation with Off-Air Fundraising Manager and Membership Services Manager, work with internal partners and vendors to ensure efficacy, accuracy and consistency in layout and printing.
- d. Organize and distribute mail pieces to Major and Planned Giving officers.
- e. Assist in planning new workflows and troubleshoot issues that arise.

B2. Support donor communication planning and execution.

- a. Manage donor information and run basic queries in the CRM (relationship management software), as needed.
- b. Work with the Membership Department to track gifts and associated documentation.
- c. Provide appropriate prompts to Major Gifts Officers, considering donor interactions and gifts.
- d. Create and maintain tracking documents outside of the CRM, including contact lists for special projects and Excel thank you grid.

B3. Manage and coordinate department swag and thank-you gifts.

B4. Assist the Major and Planned Giving Director and the Development Coordinator in the planning of special events and other, front-facing donor activities.

B5. Manage event logistics, including catering, ticket sales, etc.

25% C. Support Membership Services and Audience Services

C1. Serve as primary resource and manager of multi-line, multi-unit, web-based phone system, used by Audience Services and Membership Services.

- a. Trouble-shoot technical issues.
- b. Plan and organize changes to call routing and messaging, as needed.
- c. Record new phone greetings, as needed.
- d. Partner with Membership Drive Team to set up and test phone bank for membership drives.
- e. Communicate with service provider as needed.

C2. Provide weekly support in responding to and processing audience/member questions and feedback over the phone, email and in-person.

- a. Regularly take calls at personal desk and WPM front desk, covering reception and security duties, as needed.
- b. Incorporate fundraising into communication with members when possible/appropriate.
- c. Assist with data entry and reports.
- d. Provide increased team support to help cover vacancies and/or vacations.

C3. Manage execution of year-round, new member thank-you calls.

- a. Pull weekly new member reports and work with volunteers in WPR regional offices and Madison to assign calls.
- b. Review and update call scripts.
- c. For post-membership drive calls (3-4 times/year), partner with WPR staff in regional offices to set-up volunteer phone banks. Reserve space, setup room and order refreshments, as needed.

C3. Serve as back-up Radio tour guide.

10% D. Assist with Membership Drives

D1. Order and manage refreshments for staff.

D2. Document and track orders, refreshment expenses and propose associated budget.

D3. Download drive scripts into Microsoft Word and prepare individual script files.

D4. Review and format scripts for on-air pitchers, as needed.

D5. Answer and follow-up on membership services inquiries via phone and email.

Required Knowledge, Skills and Abilities

1. Communicate in a clear, concise, courteous and positive manner, orally and in writing, to provide the highest quality of (internal and external) customer service.
2. Collaborate productively and professionally with staff, volunteers, members and others.
3. Handle member information with confidentiality, discretion and in accordance with data security protocols.
4. Effectively engage diverse personalities, perspectives and experience, demonstrating respect for others in all workplace relationships and interactions.
5. Commitment to professional growth and development.
6. Share and receive feedback regarding work. Employ constructive conflict resolution skills and support colleagues in doing the same.
7. Strong planning, scheduling and organizational skills with memory for and attention to detail for accurate data entry.
8. Analyze and improve systems, processes and approaches and organize complex schedules.
9. Establish and meet realistic deadlines.
10. Take independent action that aligns with departmental culture and expectations, consulting with others as appropriate or needed.
11. Navigate change and ambiguity with adaptability and openness.
12. High degree of comfort and knowledge in technology to effectively utilize Microsoft Office (especially Excel, Word and Outlook), databases (especially CRM) and other software.

Special Requirements

- Must comply with Wisconsin Public Media Ethical Guidelines for Editorial Staff:
https://www.wpr.org/sites/default/files/Ethical%20Guidelines%20FINAL_2018.pdf
- Work environment includes working at a computer and desk for long periods of time, in a shared, high-traffic workspace with moderate background noise.
- Daily travel between two different office buildings, .4 miles apart is required.
- Work early morning, evening and weekend hours during membership drives (3-4 drives annually) and events and ability to travel occasionally with overnight stays for meeting and event support.